

DO NOT DISTURB: MORE THAN HALF OF AMERICAN WOMEN TRAVELERS ARE GOING SOLO

Booking.com Solo Travel Report Reveals 72 Percent of American Women are Taking Solo Journeys Empowered by Social Media

AMSTERDAM – April 28th 2014 – With warmer weather on the horizon and thoughts finally turning to summer holidays, [Booking.com](#), the world’s number one accommodation site, unveiled its first **Solo Travel Report**. Commissioned by [Booking.com](#), the independent research spanning five countries revealed that 72 percent of American women have embraced solo travel and are taking advantage of unique destinations for inspiration and self-discovery. In comparison to other countries surveyed*, American women ranked first in frequent solo travel, and are most likely to take three trips or more in a given year. The report concluded the trend also looks set to grow with over half (59 percent) of female solo travel enthusiasts saying they plan to do so again in the next 12 months.

With the United States and Europe ranking most popular for American women going solo, the survey found that 65 percent are taking vacations without their partner. Enjoying their own company, women are using the opportunity to travel at their own pace, breaking from the norm and immersing themselves in rewarding [local cultures](#). Further findings from Booking.com internal data** reveal that many travelers are embarking on solo journeys as they can better manage their budget while discovering accommodations alternatives such as guesthouses, hostels and apartments.

“We understand the solo vacation is rare and precious; and the opportunity for American women to travel how they want, where they want is essential to Booking,” said Paul Hennessy, CMO, Booking.com. “Our research spotlighted that American women have the desire and inspiration to find delight in unexpected destinations or simply indulge in peace and quiet. Regardless of the motivation, we will continue to support solo travelers with our trusted and authenticated community of adventurers, road warriors, thrill seekers or scholars.”

The report also revealed that social media plays a significant role in motivating, navigating and empowering American females traveling alone. In fact, 55 percent are more likely to vacation alone than they did five years ago, with social media easing personal boundaries. Out of the 500 American women surveyed, all use social channels across their experience, from navigating regional attractions and hidden gems (49 percent) to keeping ties with family and friends (60 percent). However, more than half (56 percent) attribute social channels to instilling a level of safety and boosting confidence.

With more than 25 different accommodation varieties and more than 450,000 properties in 200 countries, Booking.com has the best accommodation offering in the world. Women travelling alone can feel confident that they will get it right every time they book with more than 27 million verified customer reviews available on Booking.com.

‘Brianless,’ the latest Booking.com TVC, celebrates the empowerment of the woman solo-traveller. The film tells the story of Jen, who loves her partner Brian, but doesn’t necessarily love the same type of vacation as he does. ‘Brianless’ was created by Wieden+Kennedy Amsterdam and will air across the US and UK, as well as on Booking.com’s YouTube channel, from Monday 28 April, 2014.



Click [HERE](#) to view and link to the 'Brianless' 30 second film.

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*Survey conducted by Vision Critical of men and women, 25-45, who have travelled in the last 12 months from the United Kingdom, USA, Canada, Australia and Germany, April 2014

**Findings from a poll of Booking.com users, conducted April 2014

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